



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<u>Contract / Revision</u> 196857 /		<u>Alt Order #</u> 06839484
<u>Product</u> PATRIOT MAJORITY USA		
<u>Contract Dates</u> 08/08/12 - 08/14/12		<u>Estimate #</u> 1570
<u>Advertiser</u> Pol/Patriot Majority USA		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petty Philadelphia	<u>Sales Office</u> Petty/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 84	<u>Product Code</u> 91
<u>Agency Ref</u> IN14921		<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	08/08/12	08/10/12	GMA	7a-9a		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				4	\$800.00			
N 2	WTNH	08/11/12	08/11/12	Sa Good Morning 6a-8a	6a-8a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-----S-				1	\$450.00			
N 3	WTNH	08/11/12	08/11/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-----S-				1	\$600.00			
N 4	WTNH	08/12/12	08/12/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-----S				1	\$600.00			
N 5	WTNH	08/08/12	08/10/12	M-F 9a-10a	9a-10a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				3	\$600.00			
N 6	WTNH	08/08/12	08/10/12	M-F 10a-11a	10a-11a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				3	\$550.00			
N 7	WTNH	08/08/12	08/10/12	The View	11a-12p		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				3	\$750.00			
N 8	WTNH	08/08/12	08/10/12	Connecticut Style	1230p-1p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				3	\$600.00			
N 9	WTNH	08/08/12	08/10/12	General Hospital	General Hospital		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				2	\$650.00			
N 10	WTNH	08/08/12	08/10/12	Early Fringe M-F	4p-5p		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				3	\$750.00			
N 11	WTNH	08/08/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				2	\$1,000.00			
N 12	WTNH	08/08/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	2	\$2,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
196857 /	06839484

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/08/12 - 08/14/12	PATRIOT MAJORITY US	1570

<u>Advertiser</u>	<u>Original Date / Revision</u>
Pol/Patriot Majority USA	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$1,000.00			
N 13	WTNH	08/08/12	08/12/12	Su News 8 @ 6p	6p-630p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$600.00			
N 14	WTNH	08/08/12	08/10/12	M-F 7p-730p	7p-730p		:30			NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				3	\$3,000.00			
N 15	WTNH	08/08/12	08/10/12	M-F 730p-8p	730p-8p		:30			NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				3	\$2,500.00			
N 16	WTNH	08/11/12	08/11/12	Sa 7p-730p	7p-730p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
N 17	WTNH	08/11/12	08/11/12	Sa 730p-8p	730p-8p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
N 18	WTNH	08/11/12	08/11/12	Late News Sa	11p-1135p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$100.00			
N 19	WTNH	08/12/12	08/12/12	Late News Su	11p-1135p		:30			NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$2,250.00			
N 20	WTNH	08/13/12	08/14/12	GMA	7a-9a		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				3	\$800.00			
N 21	WTNH	08/13/12	08/14/12	M-F 9a-10a	9a-10a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$600.00			
N 22	WTNH	08/13/12	08/13/12	M-F 10a-11a	10a-11a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$550.00			
N 23	WTNH	08/13/12	08/14/12	The View	11a-12p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$750.00			
N 24	WTNH	08/13/12	08/13/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
N 25	WTNH	08/13/12	08/13/12	General Hospital	General Hospital		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$650.00			
N 26	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
N 27	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
N 28	WTNH	08/13/12	08/13/12	M-F 7p-730p	7p-730p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$3,000.00			
N 29	WTNH	08/13/12	08/13/12	M-F 730p-8p	730p-8p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$2,500.00			
Totals											53	\$55,050.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	53	\$55,050.00	\$46,792.50
<b>Totals</b>	<b>53</b>	<b>\$55,050.00</b>	<b>\$46,792.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Rep Order# 6839484  
EC'd No

Ver# 1  
Status New

Traffic Order# 196857  
Printed: 08/07/2012 3:10 PM  
Last Received: 08/07/2012 2:09 PM  
Showing Buylines: All Lines

1 of 3

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) PATRIOT MAJORITY US  
Product PATRIOT MAJORITY USA  
Estimate# 1570  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 84/91/1570  
Flight Dates 08/08/2012 - 08/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---  
PATRIOT MAJORITY USA SC=\*

--- REMARKS ---  
THIS IS A NEW ORDER  
\*\*CLIENT: PATRIOT MAJORITY USA\*\*  
OUR TOTAL IS \$55050  
PLS CONFIRM  
THANKS KELLY

OK 8/8

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	08/08-08/10	W-F	7A-9A	4	:30	\$800.00	GOOD MORN AMERICA	4		1	\$3,200.00	
2	08/11-08/11	SA	6A-8A	1	:30	\$450.00	GOOD MORNING CT WEEKEND	1		1	\$450.00	
3	08/11-08/11	SA	8A-9A	1	:30	\$600.00	GOOD MORN AMERICA WKND	1		1	\$600.00	
4	08/12-08/12	SU	8A-9A	1	:30	\$600.00	GOOD MORN AMERICA WKND	1		1	\$600.00	
5	08/08-08/10	W-F	9A-10A	3	:30	\$600.00	DR. PHIL	3		1	\$1,800.00	
6	08/08-08/10	W-F	10A-11A	3	:30	\$550.00	RACHAEL RAY	3		1	\$1,650.00	
7	08/08-08/10	W-F	11A-12P	3	:30	\$750.00	THE VIEW	3		1	\$2,250.00	
8	08/08-08/10	W-F	12P-1230P	3	:30	\$600.00	NEWS 8 AT NOON	3		1	\$1,800.00	
9	08/08-08/10	W-F	3P-4P	2	:30	\$650.00	GENERAL HOSPITAL	2		1	\$1,300.00	
10	08/08-08/10	W-F	4P-5P	3	:30	\$750.00	JUDGE JUDY	3		1	\$2,250.00	
11	08/08-08/10	W-F	5P-530P	2	:30	\$1,000.00	NEWS 8 AT 5PM	2		1	\$2,000.00	

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Advertiser (    ).PATRIOT MAJORITY US  
Product PATRIOT MAJORITY USA  
Estimate# 1570  
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Phone#  
Fax#

Agency (    ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 84/91/1570  
Flight Dates 08/08/2012 - 08/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
12	08/08-08/10	W-F	530P-6P	2	:30	\$1,000.00	NEWS 8 AT 530PM	2		1	\$2,000.00	
13	08/12-08/12	SU	6P-630P	1	:30	\$600.00	NEWS 8 AT 6PM	1		1	\$600.00	
14	08/08-08/10	W-F	7P-730P	3	:30	\$3,000.00	JEOPARDY	3		1	\$9,000.00	
15	08/08-08/10	W-F	730P-8P	3	:30	\$2,500.00	WHEEL OF FORTUNE	3		1	\$7,500.00	
16	08/11-08/11	SA	7P-730P	1	:30	\$650.00	JEOPARDY WEEKEND	1		1	\$650.00	
17	08/11-08/11	SA	730P-8P	1	:30	\$650.00	WHEEL OF FORTUNE	1		1	\$650.00	
18	08/11-08/11	SA	11P-1130P	1	:30	\$100.00	NEWS 8 AT 11	1		1	\$100.00	
19	08/12-08/12	SU	11P-1135P	1	:30	\$2,250.00	NEWS 8 AT 11	1		1	\$2,250.00	
20	08/13-08/14	M-TU	7A-9A	3	:30	\$800.00	GOOD MORN AMERICA	3		1	\$2,400.00	
21	08/13-08/14	M-TU	9A-10A	2	:30	\$600.00	DR. PHIL	2		1	\$1,200.00	
22	08/13-08/13	M	10A-11A	1	:30	\$550.00	RACHAEL RAY	1		1	\$550.00	
23	08/13-08/14	M-TU	11A-12P	2	:30	\$750.00	THE VIEW	2		1	\$1,500.00	
24	08/13-08/13	M	12P-1230P	1	:30	\$600.00	NEWS 8 AT NOON	1		1	\$600.00	
25	08/13-08/13	M	3P-4P	1	:30	\$650.00	GENERAL HOSPITAL	1		1	\$650.00	
26	08/13-08/13	M	5P-530P	1	:30	\$1,000.00	NEWS 8 AT 5PM	1		1	\$1,000.00	
27	08/13-08/13	M	530P-6P	1	:30	\$1,000.00	NEWS 8 AT 530PM	1		1	\$1,000.00	

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) PATRIOT MAJORITY US  
Product PATRIOT MAJORITY USA  
Estimate# 1570  
Buyer Laura Bassett  
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Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 84/91/1570  
Flight Dates 08/08/2012 - 08/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
28	08/13-08/13	M	7P-730P	1	:30	\$3,000.00	JEOPARDY	1		1	\$3,000.00	
29	08/13-08/13	M	730P-8P	1	:30	\$2,500.00	WHEEL OF FORTUNE	1		1	\$2,500.00	

---REPORT TOTALS---

Report Totals: 53 / \$55,050.00

---SALES MONTHLY TOTALS---

Aug 12: 53 / \$55,050.00  
Sales Totals: 53 / \$55,050.00  
Station Totals: 53 / \$55,050.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$165,067	CABL 0%	WCCT 0%	WCTX 0%	WFSB 31%	WHCT 0%
		WRDM 0%	WTIC 6%	WTNH 33%	WUVN 0%	WVIT 27%
		XXX 0%				

Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE